



## Book VII - Token Issuers and Digital Assets Services Providers

### Title I - Initial coin offering

#### Chapter III - Dissemination of the information document and marketing material

##### Section 2 - Marketing material

### General regulation of the AMF

#### Article 713-5 into force since 05 June 2019

DISCLAIMER : Information boxes have been inserted within the General Regulation. They allow for a direct access to the relevant European regulations on the subject matter.

The user will be redirected to the European regulations as initially published in the Official Journal of the European Union and to the subsequent corrigenda, if any. The AMF does not guarantee the completeness of the redirections to these European regulations and corrigenda.

The boxes are located at the most relevant level of the GRAMF depending on the provision of the EU regulations to which they refer (Book, Title, Chapter, Section, etc.).

This additional material is provided for information purposes only and does not constitute a regulatory instrument. The AMF shall not be held liable or responsible for any harm resulting directly or indirectly from the provision or the use of these information boxes.

#### Article 713-5

The marketing material referred to in Article 713-4 must:

- 1 • Indicate where the subscribers can obtain the information document approved by the AMF by specifying the name of the website where it can be found;
- 2 • Be clearly identifiable as such;
- 3 • Be fair, clear and non-misleading;
- 4 • Contain information that makes it possible to understand the risks relating to the offering, that is consistent with and does not contradict the information provided in the information document.

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↘ **Version into force since 5 June 2019**